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Namibia Investment Promotion & Development Board

Media Release

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Namibia promotes intercontinental trade and investments at IATF 2025 - 'Together we can transform Africa'

Algiers, Algeria - Namibia kicked off participation at the Intra Africa Trade Fair (IATF) 2025, being hosted by the People's Democratic Republic of Algeria, in Algiers.

The event is organised by the African Export-Import Bank (Afreximbank), in collaboration with the African Union (AU) Commission and the African Continental Free Trade Area (AfCFTA) Secretariat.

Held under the theme "A Gateway to New Opportunities", the IATF provides a platform for trade and investment, and brings together governments, businesses, investors, and entrepreneurs to promote intra-African trade and economic integration.

The Namibian delegation to the IATF 2025 is headed by the Vice President H.E. Lucia Witbooi accompanied by Hon. Kornelia Shilunga, Presidential Special Advisor and Head of the Upstream Petroleum Unit (Oil and Gas); Hon. Jenelly Matundu, Deputy Minister of International Relations and Trade as well as Dr Nangula Nelulu Uaandja, Chief Executive Officer, Namibia Investment Promotion and Development Board.

Speaking at the Presidential Roundtable, the Vice President highlighted that Namibia is proud to be among the early movers to trade under the African Continental Free Trade Area (AFCFTA), which was established to eliminate trade barriers and enhance the continent's industrialisation and economic integration. Namibia launched her first shipment through the AFCFTA On 30 June 2025, by exporting 45,000 tonnes of salt to Nigeria and Cameroon.

The Vice President also spoke on the importance for African states to strengthen regional value chains and coordinated investments in infrastructure, logistics, and trade facilitation. "We see this as a critical step towards reducing Africa's dependency on external markets. By working together more closely within Southern Africa, we can develop regional value chains in areas such as mining, agriculture, and energy".

One of Namibia's competitive advantages as a trade and investment destination is her strategic location and world-class infrastructure, which provides access to the African market of over 300 million people. "Namibia, through the Walvis Bay port and its transport corridors, offers a strategic gateway for regional trade, and we are committed to advancing partnerships that enhance connectivity and unlock value across borders", said the Vice President.

In conclusion, the Vice President emphasised the value of the AFCFTA calling it a 'game

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changer' that has the potential to unlock Africa's industrial capacity, particularly for small and medium enterprises, women-led businesses, and youth entrepreneurs. "To fully benefit, however, we must continue to address non-tariff barriers, harmonise standards, and ensure that the rules of origin motivates manufacturing and value addition within Africa".

Participation at the IATF offers key benefits to Namibia, including strengthening strategic partnerships that catalyse the expansion of market access for Namibian goods and services, access to potential investors and trading partners, and overall visibility for Namibian enterprises on the continent.

The Namibian delegation includes representatives from key ministries, trade and investment agencies, as well as a diverse group of local businesses, MSMEs, and creative industry professionals who are showcasing Namibia's unique products, services, and cultural offerings. These participants will take part in exhibitions, business-to-business engagements, and sector-specific forums aimed at unlocking new trade and investment opportunities.

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